

## SEE HAWAII FIRST

### DUKE KAHANAMOKU IS BREAKING SPEED RECORDS

THE AVERAGE VISITOR TO HAWAII is infected with the speed mania. If he can make a break from the Hilo wharf to the Volcano and back again, spending one night and a part of two days on the island, he feels that he has done his duty and got his money's worth.

### WE WANT OUR VISITORS TO GET THEIR MONEY'S WORTH

And we know that they are not getting one-half of it when they spend two days and nights at sea just to make a steeplechase run to the Volcano and back.

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The unique primitive Hawaiian villages, palms, cocoanuts, warm springs and lava trees of Puna;

The Kea forests and pit craters—as wonderful as Kilauea itself, in the vicinity of the Volcano;

To say nothing of short trips to Akaka Falls, the Boiling Pots, the Onomea Arch, the Kaumana Caves and auto trips of 60 to 100 miles to Kau and Kona over good roads and thru beautiful scenery.

TAKE OUR WORD AND TRY IT, and see if you will not thank us for the advice!

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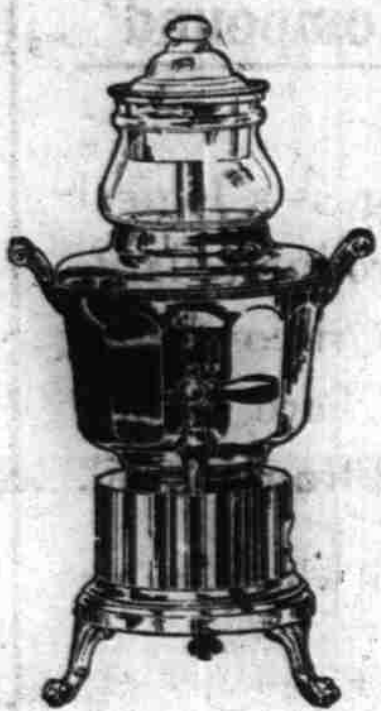
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## BOOST AT HOME, SAYS HEISER, IF YOU WOULD GET RESULTS

(Continued from page one)

### Spirit of Unity.

Not only does the spirit of unity prevail as regards the different cities, but is to be found in the activities of the several organizations situated therein. It was my good fortune to attend a banquet in Spokane, given under the auspices of a combined committee of the Chamber of Commerce, the Rotary Club and the Ad Club, these organizations all being represented in the speech making, showing a desire to combine in anything that will be for the best interests of the city.

I have dealt somewhat in generalities but will now endeavor to tell you of some of my personal experiences, that will probably explain my enthusiasm along these lines.

Arriving in the city of Oakland, Cal., in the early part of May, I called on the secretary of the newly-formed Oakland Commercial Club with the idea of offering reciprocal relations with the Honolulu Commercial Club, of which I happen to be secretary.

This gentleman is Leslie F. Rice, assistant cashier of the Oakland Bank of Savings. Finding that I had made no particular plans for my vacation, he insisted on my promising to accompany an excursion to the Portland Rose Festival contemplated by the Oakland Commercial Club. This we will call my first experience with hospitality.

### Oakland's Experience.

Let me tell you something about the Oakland Commercial Club. It was organized but a few months ago along the line of a boosting organization, and has on its roll most of the prominent businessmen of Oakland. The club has leased the entire top floor of the new Oakland hotel, and the fixtures are now being installed. When I left about three weeks ago the club had about 450 members and was growing rapidly. They have secured the services of a splendid manager and director, Mr. Joseph Caine of Salt Lake City, and are paying him a salary of \$8000 per annum. His work will be along the line of publicity, and it is expected that through his efforts many conventions will be secured for Oakland. He is at present attending the convention of the National Educational Association, endeavoring to secure the 1915 convention for Oakland.

### Work of City Building.

The work of city building calls for enthusiasm, and that can best be obtained through something unique, something that will catch and hold popular fancy.

Along this line the Commercial Clubs, and Ad Clubs are organizing uniform ranks of publicity workers. The following are some that I traveled with and met socially during the trip. The Royal Oaks, affiliated with the Oakland Commercial Club, these men are dressed in white serge suits with a blue sleeve band with a splendid catch phrase "My City Oakland" in white, and carry a cane.

The Royal Rosarians of Portland, who dress in white suits very similar to the Royal Oaks, only have a big red rose embroidered on the arm.

The Knights of the Rose Tournament of Pasadena, dressed in bright red coats, riding breeches, and wearing a high hat, certainly a very spectacular costume, but one calculated to keep Pasadena in the minds of all who had an opportunity of watching these gentlemen parade the streets of Portland.

The Radiators of Eugene, Oregon, with gray suits, tan shoes and straw hats, with the arm decorated with a setting sun with rays radiating, emblematic of their title. They informed us that the wool was produced in Eugene, an dthe tailoring was of local labor.

"The Tillikums" of Seattle wearing white serge with the Totem pole as suggestion of Seattle.

### Men With Red Blood.

These organizations are composed of men, many of whom hold executive positions, they number among their rolls, bank officials, mayors and capitalists. Men who ordinarily would hold aloof from anything of a spectacular nature. But when visitors arrive in their city, the true spirit of hospitality prevails and they are to be seen daily in their conspicuous regalia. When they visit another city such as the Royal Oaks, and the Knights of the Rose Tournament of Pasadena visited Portland, they go with the desire of securing publicity. Favorable publicity such as will help to build up their own city.

Leaving Oakland on a special train of about thirteen cars the Royal Oaks party were given a splendid send off. Of the one hundred and fifty on the train about 42 were in the uniform of the Royal Oaks. They were led by Mr. Fred E. Reed, a prominent real estate man of Oakland. One of the cars on the train was used for dancing, the furniture having been completely removed.

Arriving in the town of Roseburg, Oregon, around 11 a. m. on Sunday morning, we found the Roseburg Commercial Club awaiting at the depot ready to escort the party to the club rooms for a reception. The ladies decorated the entire party with roses and served refreshments as well, after which a motor ride was enjoyed by all. Upon arrival at our train we found that the club had sent two crates of strawberries together with cream to be served in the diner. It is needless to say that this was a treat, and one that will help us to remember Roseburg.

Later in the day, Eugene was reached and the station was crowded with people. Our first sight was the entire company of Eugene "Radiators" lined up ready to greet us. Motors were available and a hour was spent in sightseeing. A reception was held at the Commercial Club, where ice cream and cake were served. Each lady of our party was presented with a basket in which were artistically

placed strawberries and roses.

A few hours later we arrived at Salem, Oregon, the state capital, and were welcomed by the Governor of Oregon, the Mayor of Salem and the various clubs representatives. After a very pleasant motor ride during which time the beautiful electric fountain was displayed we attended a banquet at the hotel. Being Sunday great credit is due for such royal entertainment.

At Salem where our train remained overnight, a delegation of the Royal Rosarians of Portland met us. They presented to everyone on the train an envelope in which we found a badge with the word "Guest" printed on the ribbon, with a space to slip one's card in above, and below a button upon which was printed "Royal Rosarians," a card granting privileges of the Portland Commercial Club, and tickets to the theatre and ball game, together with a little booklet showing just what we were to do each day of the festival week.

One should remember that the Royal Rosarians were entertaining about 200 people from Pasadena, and others from Seattle, Spokane and Victoria, making in all about 1000 people as their special guests.

### How Portland Does It.

On the day of our arrival we were guests on the Rose City escorted Rex Oregonus, the head of the festival, up the Willamette river. The following day an excursion up the Columbia river to Multnomah Falls was provided with luncheon and vanderbilt on board. Front seats in the grandstands were ours, the guest badges being sufficient to gain admittance. Motors were placed at our disposal by the Rosarians, and during the entire week the Rosarians placed themselves in the position of hosts. A grand ball was given at the Multnomah hotel, at which the various uniform ranks and their friends were the guests.

I missed the luncheon by the Ad Club of Portland owing to a misunderstanding, but the Royal Oaks are certainly very enthusiastic over their reception by your fellow organization.

The ladies of Portland provided roses in the hotel every morning, bringing same in large clothes baskets and every member of our party was never without a rose. I could speak for considerable time on the roses of Portland, for they are beautiful beyond description. The system of planting the roses between the sidewalk and the curb appealed to me; they look beautiful when in bloom, and the value of this scheme from a publicity standpoint seems to me of large measure.

The parades were beautiful, especially the electric parade at night. Flat cars were decorated to resemble gems and flowers and were covered with thousands of electric lights, making an unusual and handsome display.

The main party of Oakland people returned after the rose festival but some forty of the party went on an extended tour.

We had learned to know our hosts, the Rosarians, very well, and when the time came to say good-bye many of us were a little broken up. This feeling was especially pronounced when we arrived at the North Bank depot to take the train to Tacoma, and found that the ladies of the Rosarians had completely decorated our sleepers with roses. The curtains were hung with roses, the pillows were covered, and they were placed between the sheets. Is it strange that most of us were sorry to leave the beautiful city of Portland with its true hospitality?

### Tacoma and Seattle Busy.

At Tacoma a motor ride was provided by the Commercial Club through the splendid Point Defiance Park, with its fine vistas through the pines to the Sound beyond.

Seattle was reached by boat from Tacoma. The Commercial Club and the mayor met our party, and a drive around the famous Lake Washington Boulevard was one of the features of our stay. This was followed by a banquet at the Savoy Hotel.

The same spirit of hospitality prevailed in Victoria and Vancouver, where the commercial organizations entertained us with motor rides, both in the afternoon and evening. The Sound country is beautiful and the commercial development that is pushing the cities of this part of the country ahead is ever apparent.

Small towns are also awake to the value of publicity through hospitality. In Everett, Wash., our train stopped for three hours. The Commercial Club were our hosts at a breakfast, and later a motor ride over their city.

### Spokane Live Wires.

But it remained for the Ad Club of Spokane, that real live organization of the great Inland Empire, to open our eyes. Arriving in their city about 10 p. m., during a pouring rain, we were allowed no time for discussion but immediately hustled into taxicabs and taken to our hotel, where rooms had been reserved. While gathered around the lobby of the hotel one of their number announced that we were expected to be ready within a few minutes as they had prepared a little midnight supper for us. This proved to be more like a banquet and was given at Davenport's, a well known restaurant of the northwest. We were further informed that breakfast would be served at 8:30 a. m. and that we were expected as their guests. This was followed by three hours of motoring, ending at the Chamber of Commerce, where a luncheon was served in our honor by the Chamber of Commerce, Rotary Club and the Ad Club combined. The afternoon was spent at the athletic games with the Ad Club. In the evening we were tendered a banquet by the Ad Club, followed by a dance. Twenty-four hours of true hospitality.

It was during the Pow Wow week

that we were in Spokane, and Mr. Raymond Bigelow, head of the Ad Club, was Big Chief of the Pow Wow. He secured this honor through the efforts of the Ad Club members. I understand some \$5000 was raised to defray the expenses of the Pow Wow week through a voting contest for chief of the Pow Wow, votes being sold at 1 cent each.

Mr. Bigelow acted as toastmaster at the Chamber of Commerce luncheon. In addition to the Big Chief of the Pow Wow there is a chiefess known as Miss Spokane, a young lady of very pleasing personality. Every member of the Ad Club is like a brother to this young lady and she is doing a great work for the city of Spokane. During the Rose Festival in Portland Miss Spokane was the guest of the Rosarians, and while accompanying the excursions would appear as an Indian maiden.

Hawaii's Opportunity.  
It seems to me there is an opportunity here in Hawaii for greater activity on the part of such organizations as the Ad Club and the Commercial Club, especially during our Flower Parade Week.

The Promotion Committee is doing a wonderful work in bringing people here, but our opportunity comes in entertaining them and gaining the great favorable publicity which comes through hospitality.

**KILLS A MAN AND  
GETS FIVE DAYS**

[By Latest Mail]  
NASHVILLE, Tenn.—Five days in jail for involuntary manslaughter was the sentence passed upon Mrs. Anna Dotson, wife of Dr. Walter Dotson, a Gallatin physician here. She was charged with the murder of Charles Cobb, a barber, whom she shot in a barber shop here last March.

On the stand Mrs. Dotson admitted she had had relations with Cobb, had told her husband, and a minister, and related she vowed if she were not separated from Dr. Dotson, and could obtain divine forgiveness, she would kill the man who "wrecked her life." The defense offered testimony to support an insanity theory. Mrs. Dotson is 33 years old.



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